GET FEATURED ON VISIT ECHUCA MOAMA: SOCIAL MEDIA TIPS FOR TOURSIM BUSINESSES

The Visit Echuca Moama (VEM) channels serve as a powerful marketing tool to promote the best of the Echuca Moama region to visitors and locals. Content is shared to support every stage of the visitor journey:

- Dreaming – inspiring experience-based content
- Planning – helpful tips and information
- Experiencing – real-time ideas and insights
- Sharing – encouraging visitors to post and tag their experiences

How your business can be featured

Tourism operators may be featured on VEM channels through:

1. **Reposting operator content** - high-quality posts that align with the VEM brand.
2. **Sharing user-generated content** - guest experiences related to your business.
3. **Engagement** – comments and interactions on VEM posts boost your visibility.
4. **Collaborating on posts** - joint promotions to expand reach.
5. **Sharing tagged stories** – timely in-the-moment content.

Best practices for getting featured

Not all content will be shared, but following these tips will greatly improve your chances. Focus on high-quality, engaging, and experience-driven content that aligns with our brand values and visitor expectations.

1. **Focus on experiences**

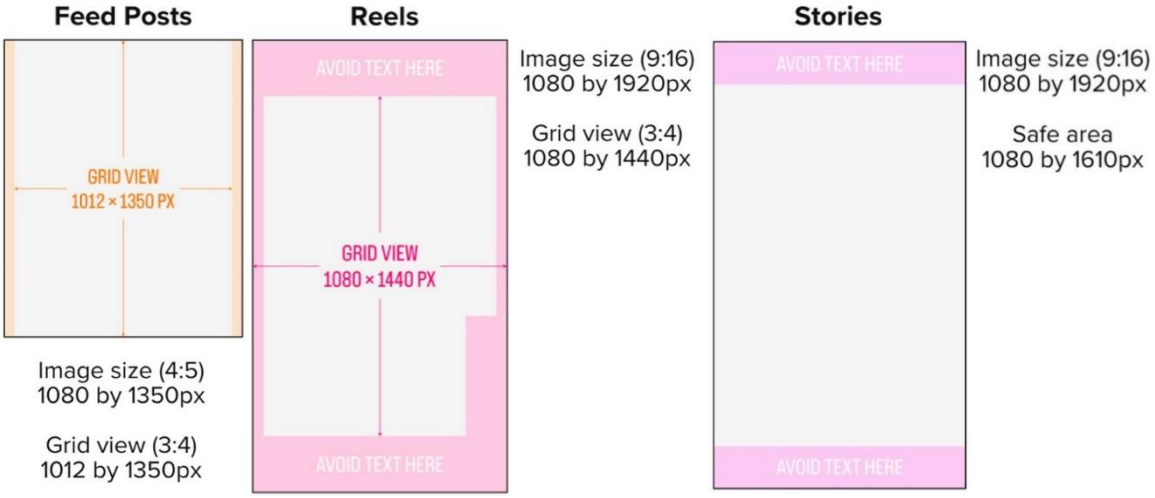
- Highlight what makes your business special or “must-do”
- Show moments, atmosphere and activities
- Avoid staged shots of infrastructure (e.g. bedrooms, coffee machines)

2. **Keep it authentic**

- Real experiences perform better than overly polished promotions
- Include people where possible to add warmth and relatability

3. Use high-quality visuals

- Clear, well-lit, visually engaging images and video
- Showcase the destination, not just the product
- Incorporate user-generated content to build credibility (with proper credit)
- Upload content in the correct specs for each platform and post type



4. Prioritise video

- Short-form video (Reels, TikTok, Stories) performs best
- Dynamic, vertical content is more likely to be shared

5. Tag and collaborate with VEM

- Tag VEM in your posts and stories:
    - Facebook: @echucamoama
    - Instagram: @echuca_moama
    - YouTube: @VisitEchucaMoama
    - TikTok: @visitechucamoama
- You can also request a collaboration post when publishing. If the content suits the VEM audience, it may be shared as a joint post across both accounts for increased reach and engagement.

6. Content to avoid

- Sales pitches or overly promotional posts
- Watermarks or text overlay on images and video
- Low-quality or poorly edited content
- Stock images
- Incorrect specs (e.g. landscape video in Instagram Reels/TikTok)

Submitting content for VEM use

In addition to tagging VEM on social media, you can submit content directly for potential use in future posts.

Please include (where possible):

- High-resolution image and video files
- Credit or usage conditions
- A short description of the content
- Relevant dates or availability (e.g. events or seasonal experiences)

Ways to submit:

- Email - echucamoama@littlebigmarketing.com
- File-sharing link – send a file sharing link via email or direct messages on Instagram and Facebook (Meta)
- Direct message - send content to VEM on Instagram and Facebook

Other ways to boost your visibility

1. Comment on VEM posts
   - VEM posts reach a large audience, commenting on them will increase your businesses visibility
   - Feel free to join the conversation and answer questions in the comments

2. Share high-performing VEM posts
   - Look for posts with strong engagement (high likes, comments and shares)
   - Your audience is likely to engage with them too

3. Tag VEM in Stories
   - An easy way for the VEM team to see and re-share your content